

State of OST|South Union

University of Houston
Community Design Resource Center
December 2018

OUR PROGRESS

\$5,590,495 million
Invested



5,018
Volunteers



71,295
Volunteer Hours

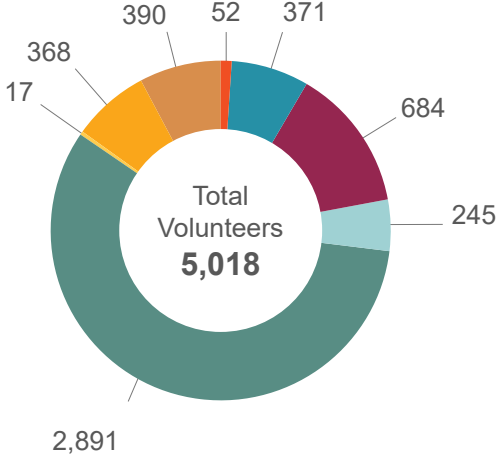
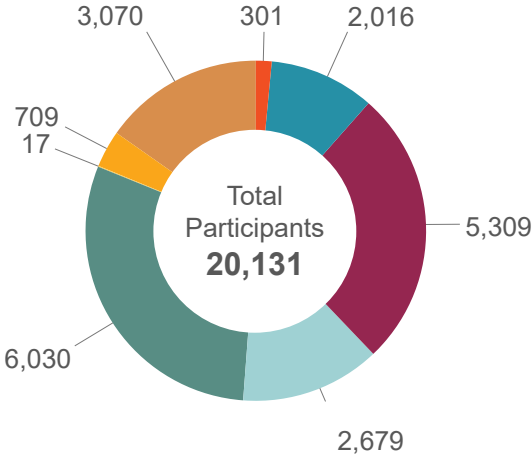
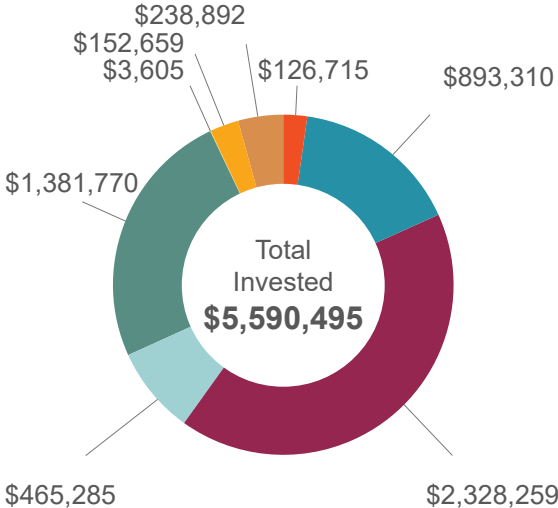


20,131
Participants



OUR IMPACT

2014-2017



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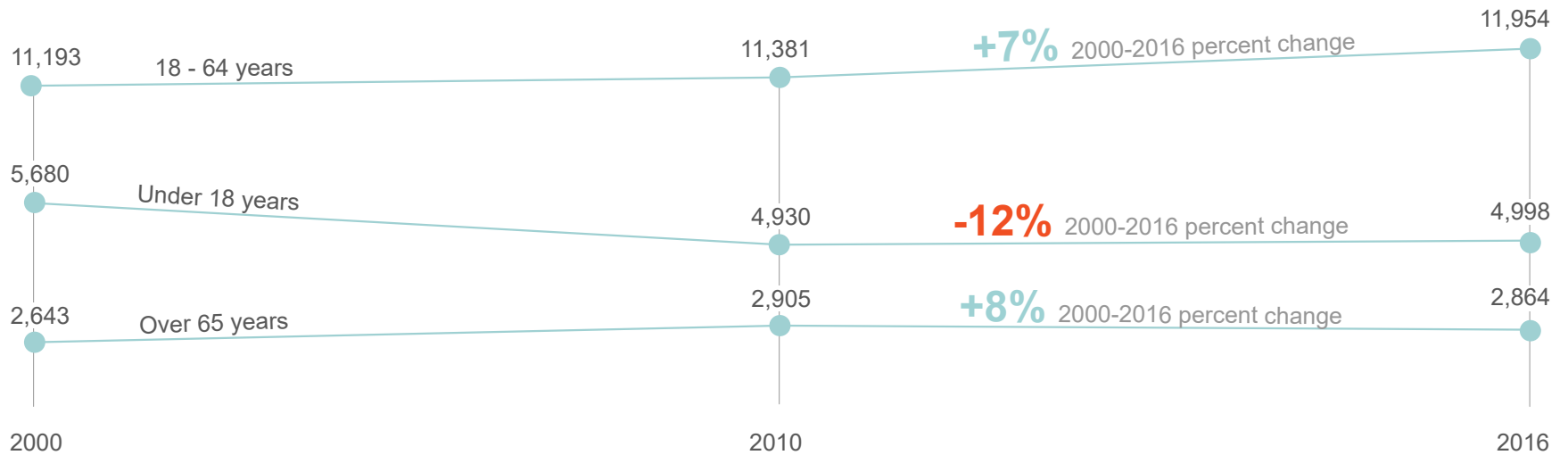
- Economic Development, Family Income and Wealth
- Strollin' and Rollin'
- Safety and Clean Ups
- Education and Youth
- Health and Wellness
- Housing and Neighborhoods
- Arts, Culture, History and Media
- Leadership and Civic Engagement

Sources: 2014-2017 OST/South Union GO Neighborhood Data

OUR COMMUNITY

Population by Age

Between 2010 and 2016 the population of OST/South Union increased by 7%



OUR COMMUNITY

Race and Ethnicity

The African American population of OST/South Union was the majority in 2000, and continued to be so in 2016, although the Hispanic population is growing



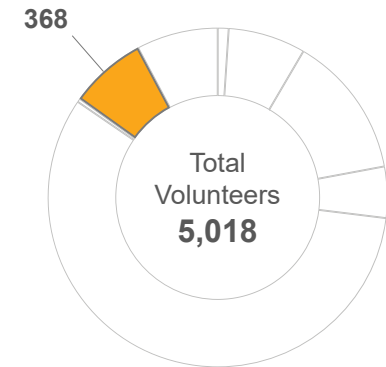
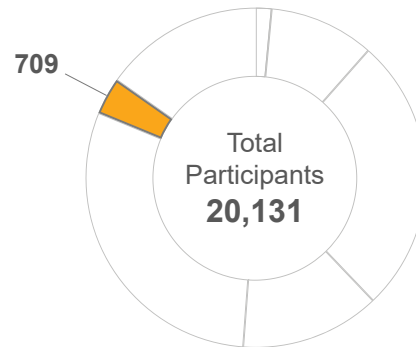
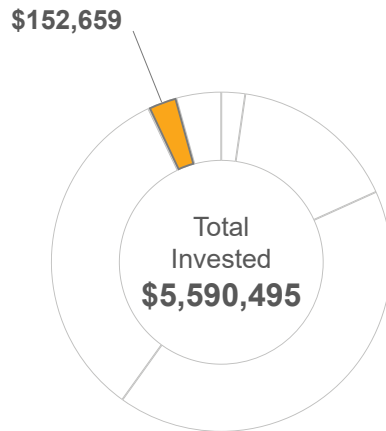
Legend:

- African American/Black
- Hispanic or Latino
- White
- Asian and/or Other

Sources: 2000 Census, 2010 ACS, 2016 ACS

ARTS, CULTURE, HISTORY and MEDIA

Culture will connect us, history will be our foundation, and the arts will celebrate our past and our future. Creativity will be the thread from which the fabric of our neighborhood is woven



ARTS, CULTURE, HISTORY and MEDIA

OUR STRATEGIES	2014	NOW	2020 GOAL
BUILD COMMUNITY Build a healthy and vibrant community by celebrating our history, embracing our culture and expressing our creativity.	4 Existing public art projects in OST/ South Union	7 New public art projects have been produced and installed	7 New public art projects will be produced and installed by 2020
	2 Public creative performances and events occur annually	4 Public creative performances and events occur annually	4 Public creative performances and events will occur annually
GROW THE ECONOMY Fuel the economy by attracting new public and private investment in our community through the arts.	96 Residents work in arts, design and media industries in 2014	152 Residents work in arts, design and media industries in 2016	200 Residents will work in arts, design and media industries
ENRICH OUR YOUTH Enrich our youth by providing the tools to solve problems, think critically and positively contribute to their community through the arts, culture, history and media.	1 Enrichment program for youth is organized / supported	5 Enrichment programs for youth are organized / supported by 2018	4 Enrichment programs for youth will be organized / supported

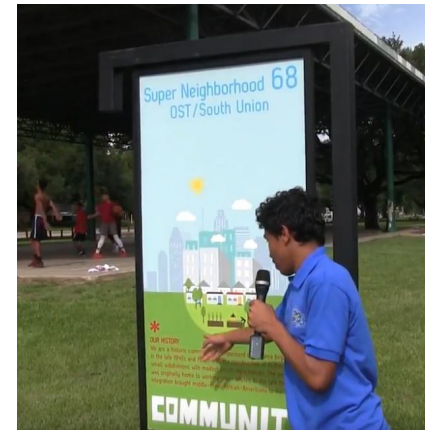
BUILD COMMUNITY AND ENRICH OUR YOUTH

The Juice Box Project



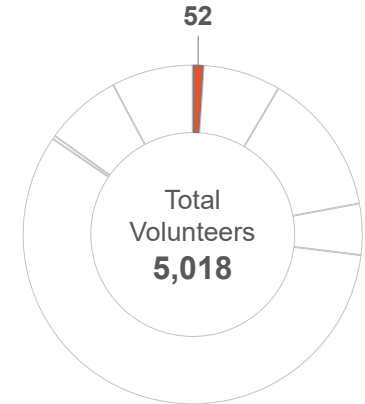
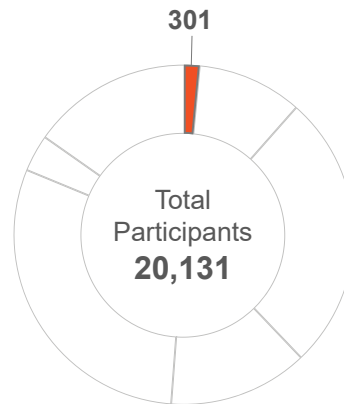
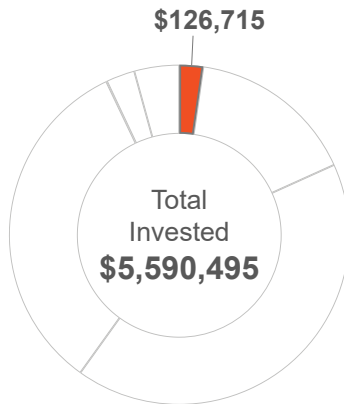
BUILD COMMUNITY AND ENRICH OUR YOUTH

The Doors Project



ECONOMIC DEVELOPMENT and FAMILY INCOME and WEALTH

Our local businesses will grow. New economic development and investment will provide the services and amenities we need and create jobs. Our families will have the knowledge and the resources they need to make smart financial choices and grow income and wealth



ECONOMIC DEVELOPMENT and FAMILY INCOME and WEALTH

OUR STRATEGIES	2014	NOW	2020
SUPPORT AND BUILD OUR LOCAL ECONOMY	\$7.5 Million in small business loans in 2014 (PolicyMap)	\$13.3 Million in small business loans in 2016 (PolicyMap)	\$20* Million in small business loans by 2020
SPARK NEW ECONOMIC DEVELOPMENT	335 Local businesses in 77021 in 2014 (ZIP Business Patterns) 70 Retail Establishments	364 Local businesses in 77021 in 2016 (ZIP Business Patterns) 73 Retail Establishments	10 New local businesses will be created by 2020
BUILD FAMILY INCOME AND WEALTH	58% Of Houston's Median Household Income in 2010 (Data Revised)	63% Of Houston's Median Household Income in 2016	60% Of Houston's Median Household Income (Revised)
INCREASE USE OF BANKS AND FINANCIAL INSTITUTIONS	0 Community Credit Unions	0 Community Credit Unions	1 Community Credit Union
CAREER OPPORTUNITIES	0 Residents who have secured employment through our proposed projects and programs	200 Residents attended a job and resource fair sponsored by the GO Neighborhoods Program	100 Residents will have secured employment through one of our programs or projects by 2020

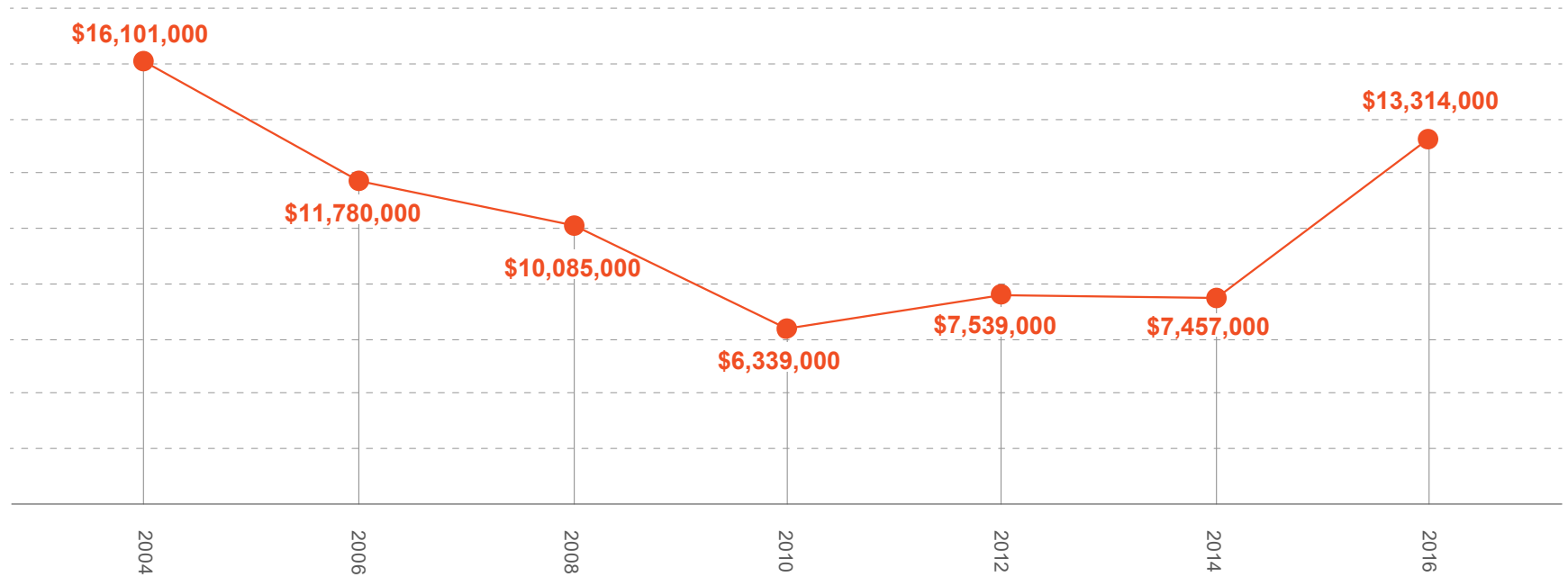
*Not in 2014 QLA

Sources: OST/ South Union: Quality of Life Agreement, 2016 Federal Financial Institutions Examination Council: Community Reinvestment Act and LEHD Employment Statistics by Policy Map, 2014-2017 OST/South Union GO Neighborhood Data

SUPPORT AND BUILD OUR LOCAL ECONOMY

Small Business Loans

In 2016, \$13.3 million in loans were secured by area small businesses

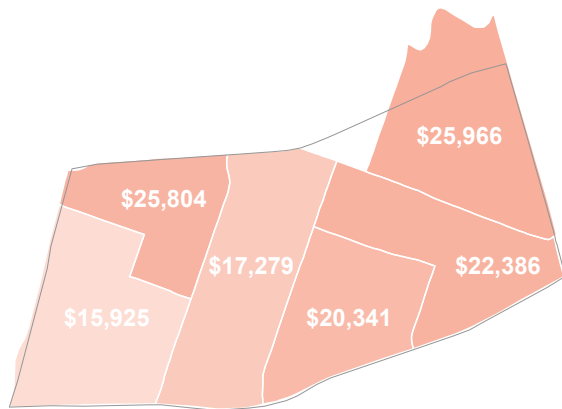


A new goal is for area small businesses to secure \$20 million in loans by 2020

BUILD FAMILY INCOME AND WEALTH

Median Household Income By Census Tract

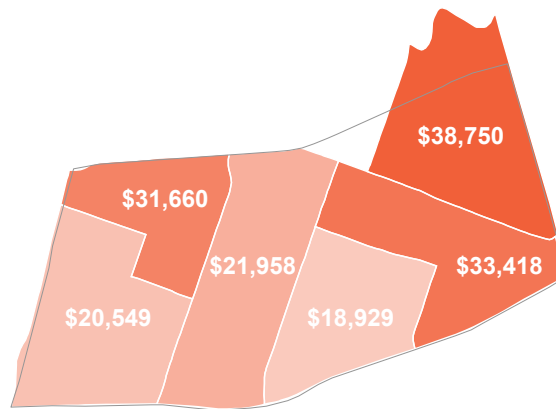
In 2010 our median household income was 58% of the Houston median, this increased to 63% in 2016 meeting our goal



2000

OST/South Union: \$19,651
Houston: \$36,616

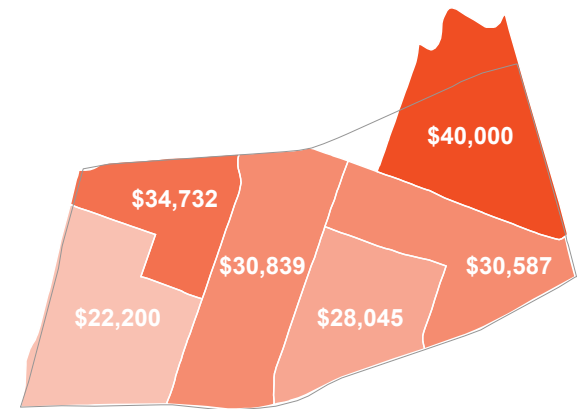
54% of Houston's Median



2010

OST/South Union: \$25,791
Houston: \$44,124

58% of Houston's Median



2016

OST/South Union: \$29,531
Houston: \$47,010

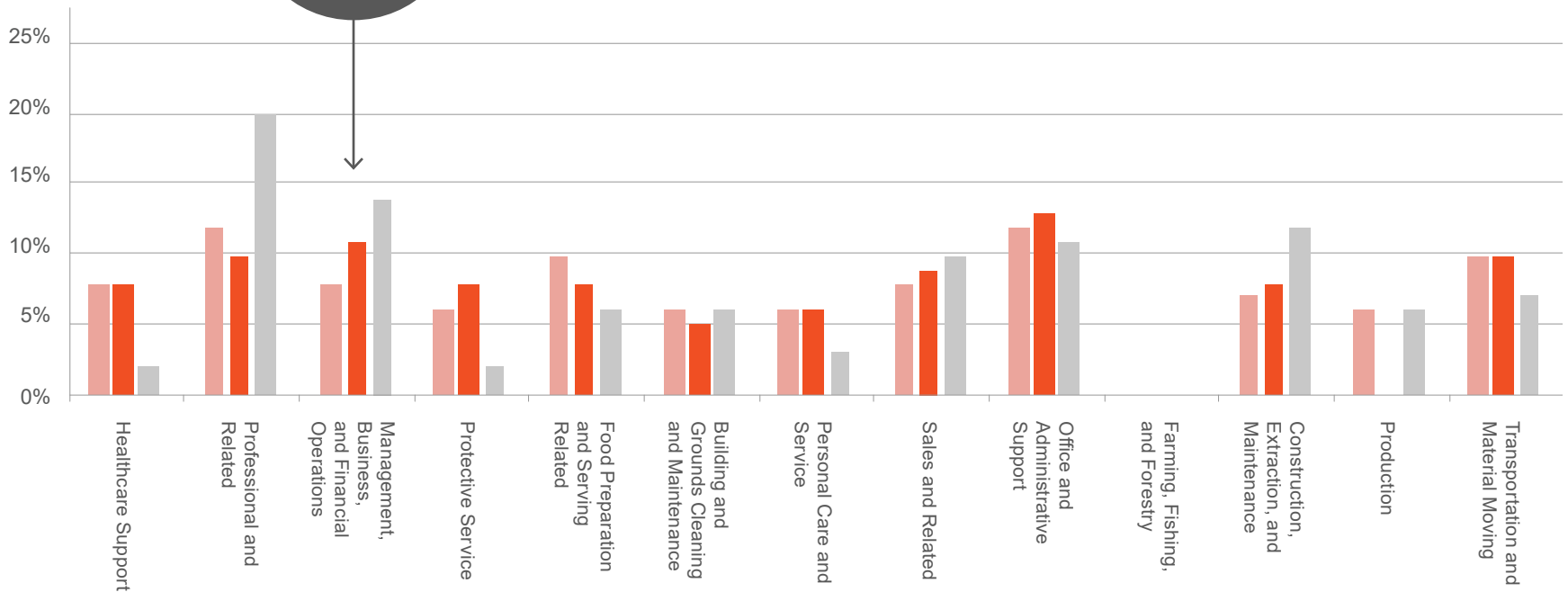
63% of Houston's Median

CAREER OPPORTUNITIES

Employment By Sector

200 residents attended a job and resource fair sponsored by the GO Neighborhoods Program

Management occupations had the largest percent increase between 2014 and 2016



Legend:

OST South Union 2014

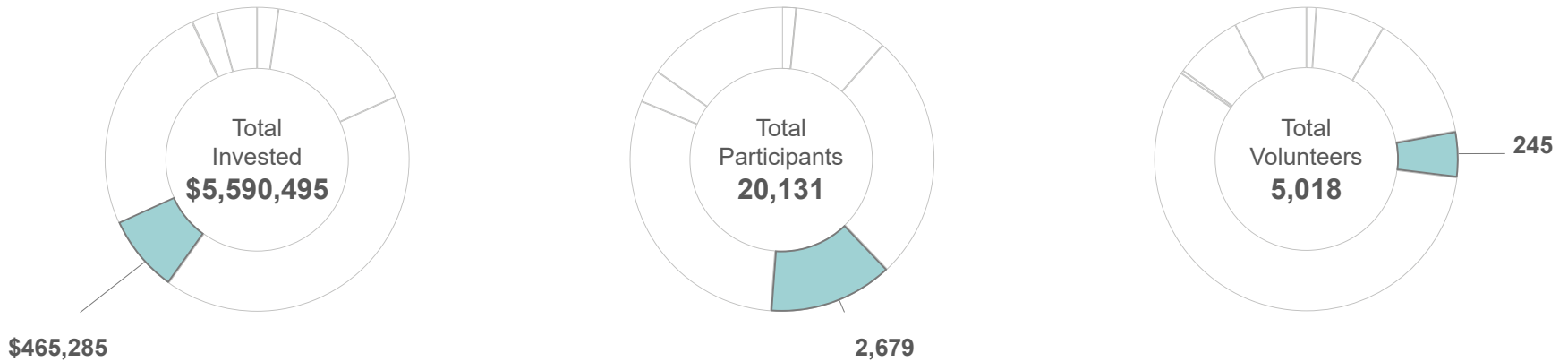
OST South Union 2016

Houston 2016

Sources: 2014 ACS, 2016 ACS

EDUCATION and YOUTH

We believe it takes a village to raise a child. Working in partnership with our schools, teachers, students, and parents will ensure that all of our children and young people have the tools and resources necessary to succeed



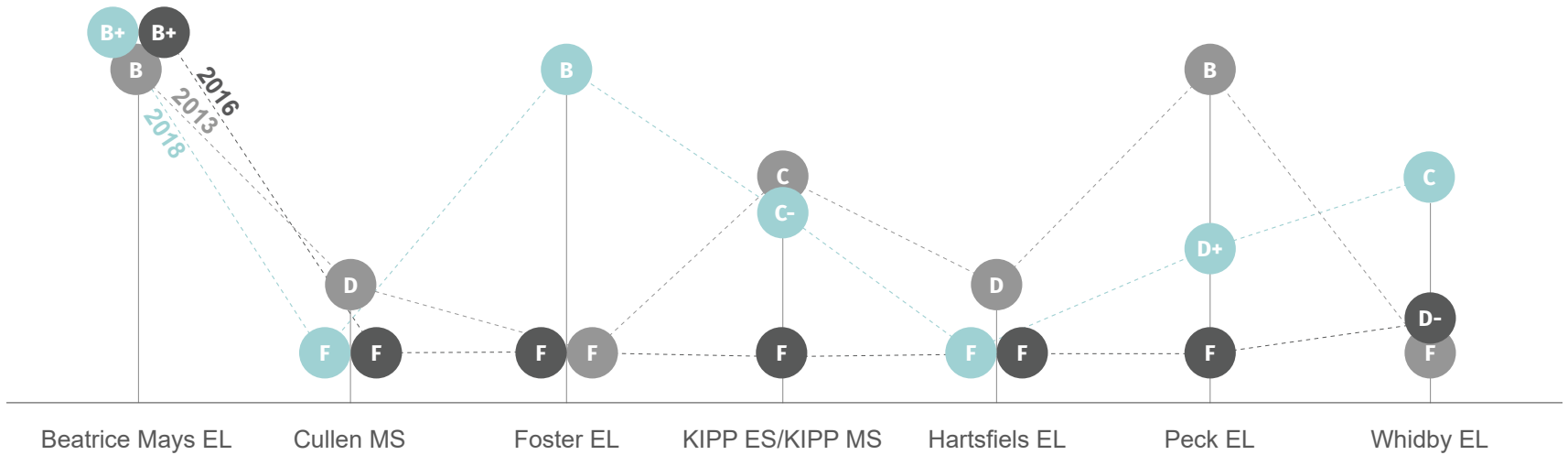
EDUCATION and YOUTH

OUR STRATEGIES	2014	NOW	2020
SCHOOL READINESS AND PARENT SUPPORT	51% Of third graders at local elementary schools passed the STAAR reading test in 2013	58% Of third graders at local elementary schools passed the STAAR reading test in 2013	74% Of OST/South Union third grade students will pass the STAAR Success in Reading by 2020 (HISD Average, from 2012-2013 STAAR Report)
HIGH SCHOOL GRADUATION	71% Of residents (+25 years) graduated from High School in 2010	78% Of residents (+25 years) have graduated from High School in 2016	74% Of residents (+25 years) will have graduated from High School
	76% Of Cullen Middle School eighth grade students pass the STAAR Reading test	60% Of Cullen Middle School eighth grade students pass the STAAR Reading Test in 2016-2017	77% Of Cullen Middle School eighth grade students will pass the STAAR Reading test by 2020 (HISD Average, from 2012-2013 STAAR Report)
CAREER AND COLLEGE BOUND	11% Of residents had a college degree in 2010	14% Of residents have a college degree in 2016	25% Of residents will have a college degree by 2020

SCHOOL READINESS and PARENT SUPPORT

Children at Risk School Rankings

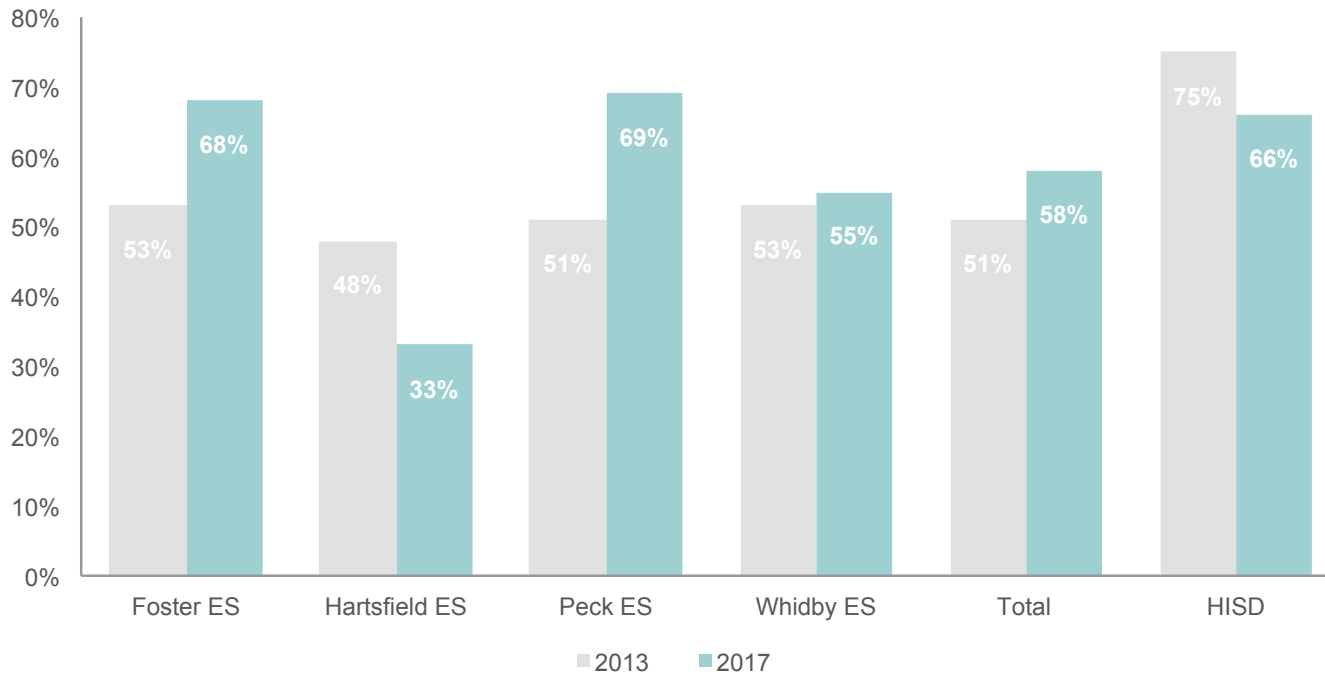
Foster and Whidby Elementary Schools receive higher rankings in 2018 than in 2013



SCHOOL READINESS and PARENT SUPPORT

Third Grade STAAR Reading Tests

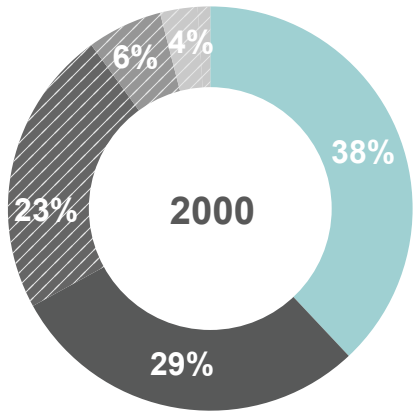
In 2013, 51% of third graders at local elementary schools passed the STAAR reading test, in 2017, 58% of students passed.



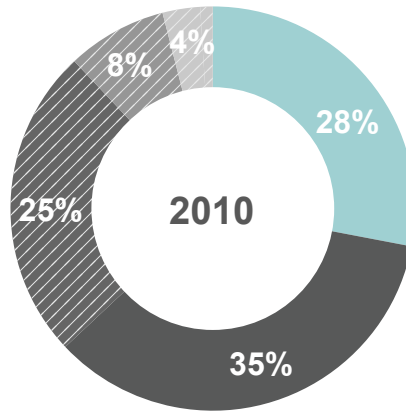
HIGH SCHOOL GRADUATION, CAREER and COLLEGE BOUND

Educational Attainment

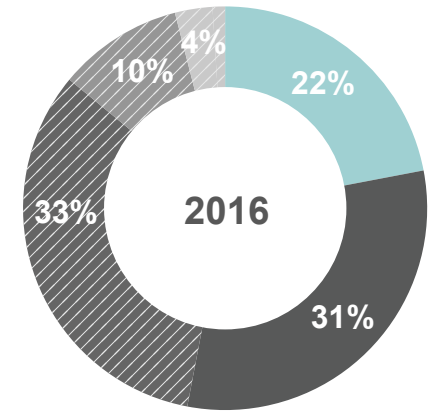
The percent of residents with a college degree has increased since 2000



10% College Degree



12% College Degree



14% College Degree

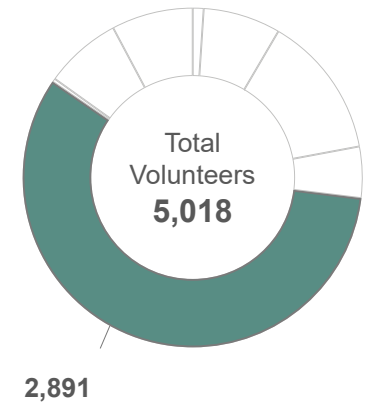
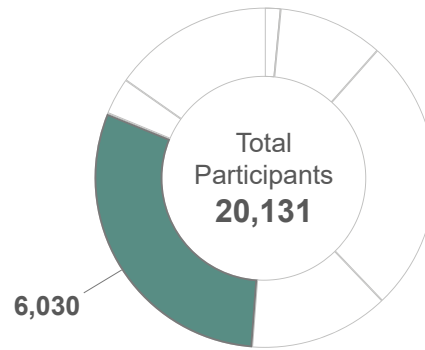
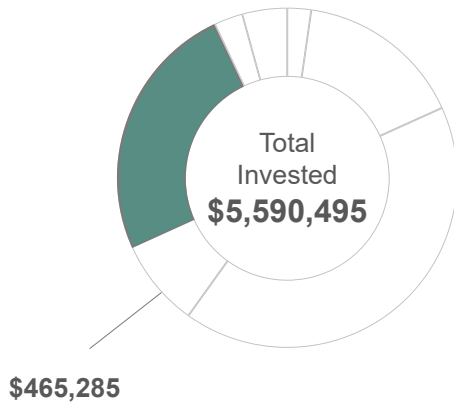
Legend:

- Less Than High School
- High School Graduate
- Some College
- Bachelor's Degree
- Master's Degree + Professional and Doctorate Degrees

Sources: 2000 Census, 2010 ACS, 2016 ACS

HEALTH and WELLNESS

Our community will be healthy, connected to the city, pedestrian friendly and walkable. We will have easy access to fresh and nutritious food, preventative healthcare and recreational space. Our commitment to health and wellness will create economic opportunity



HEALTH and WELLNESS

OUR STRATEGIES	2014	NOW	2020
HEALTHY FOOD	100 People attend the monthly farmers market	50 +/- Average number of people attending the bi-monthly farmers market 2014-2017	200 People attend the bi-monthly farmers market on average by 2020
	15 People enrolled in gardening class on average	79 People participated in gardening classes in 2017	30 People enrolled in gardening classes on average by 2020
PREVENTATIVE HEALTHCARE	34% Of area residents are obese (Health of Houston Survey 2010)	32.5% Of area residents were obese in 2014 (CDC)	31% Of area residents are obese by 2020, a 10% reduction
	291/100,000 Mortality rate from heart disease between 2000-2010 (St. Luke's)	185/100,000 Mortality rate from heart disease in 2017 (CDC)	179/100,000* Mortality Rate from Heart Disease in the U.S. in 2017 (CDC)
	49/100,000 Mortality rate from diabetes between 2000-2010 (St. Luke's)	27/100,000 Mortality rate from diabetes in 2017 (CDC)	23/100,000* Mortality Rate from diabetes in the U.S. in 2017 (CDC)
ACTIVE LIVING	76% Of OST/South Union children (6-17) get less than the recommended physical activity of 60 minutes per day (Health of Houston Survey 2010)	?	68% Of OST/South Union children (6-17) will get less than the recommended physical activity per day by 2020, a 10% reduction

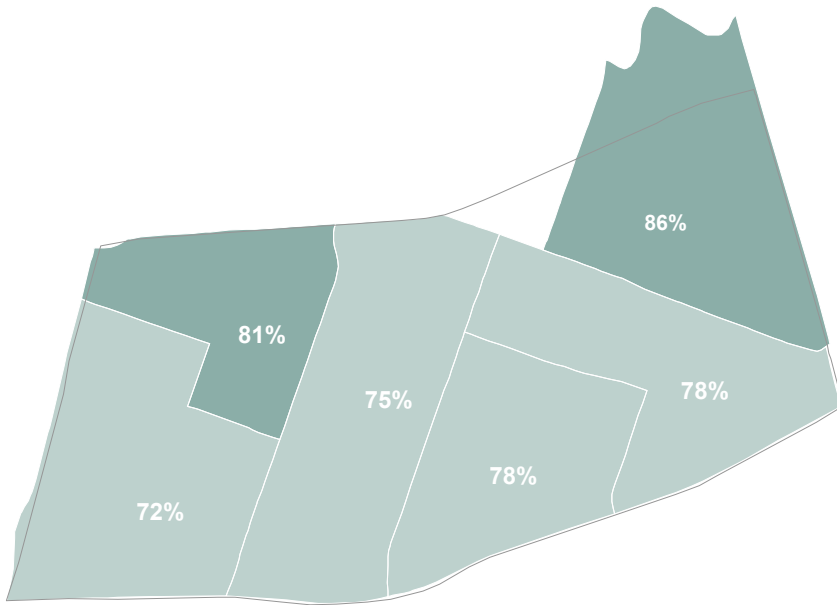
*Not in 2014 QLA

Sources: OST/ South Union: Quality of Life Agreement, CDC 2010, 2017, 2018; Health of Houston Survey, 2010; CDC Vital and Health Statistics 2014, Accessed via Simply Analytics, Project Safety Net St. Luke's OST/South Union 2000-2010

PREVENTATIVE HEALTHCARE

Health Insurance

In 2016, 77% of residents had health insurance, higher than in Houston overall. In 2010 40% had health insurance coverage.



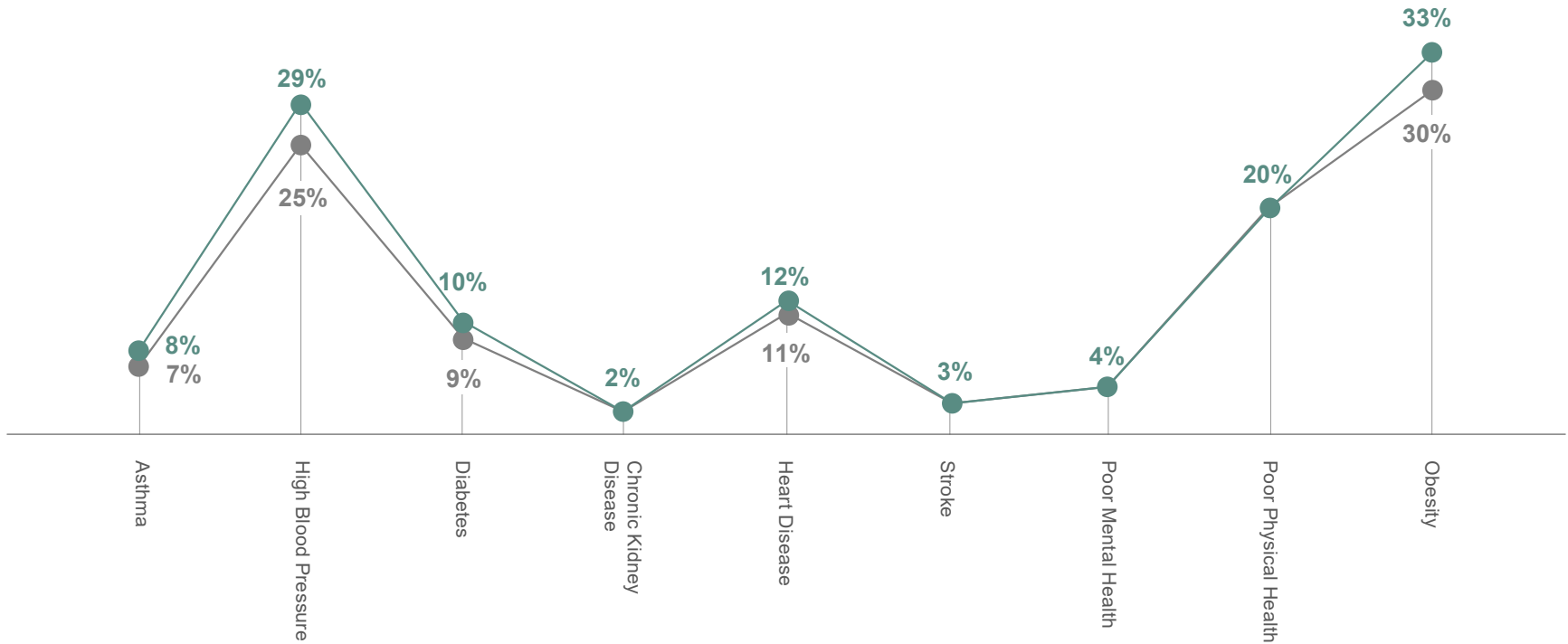
Percent of People with Health Insurance by Census Tract, 2016

2016 Health Insurance	OST	Houston
With health insurance	77%	75%
No health insurance	23%	25%

PREVENTATIVE HEALTHCARE

Health Behaviors

Residents of OST/South Union have health conditions that are comparable to those of Houstonians overall



Legend:

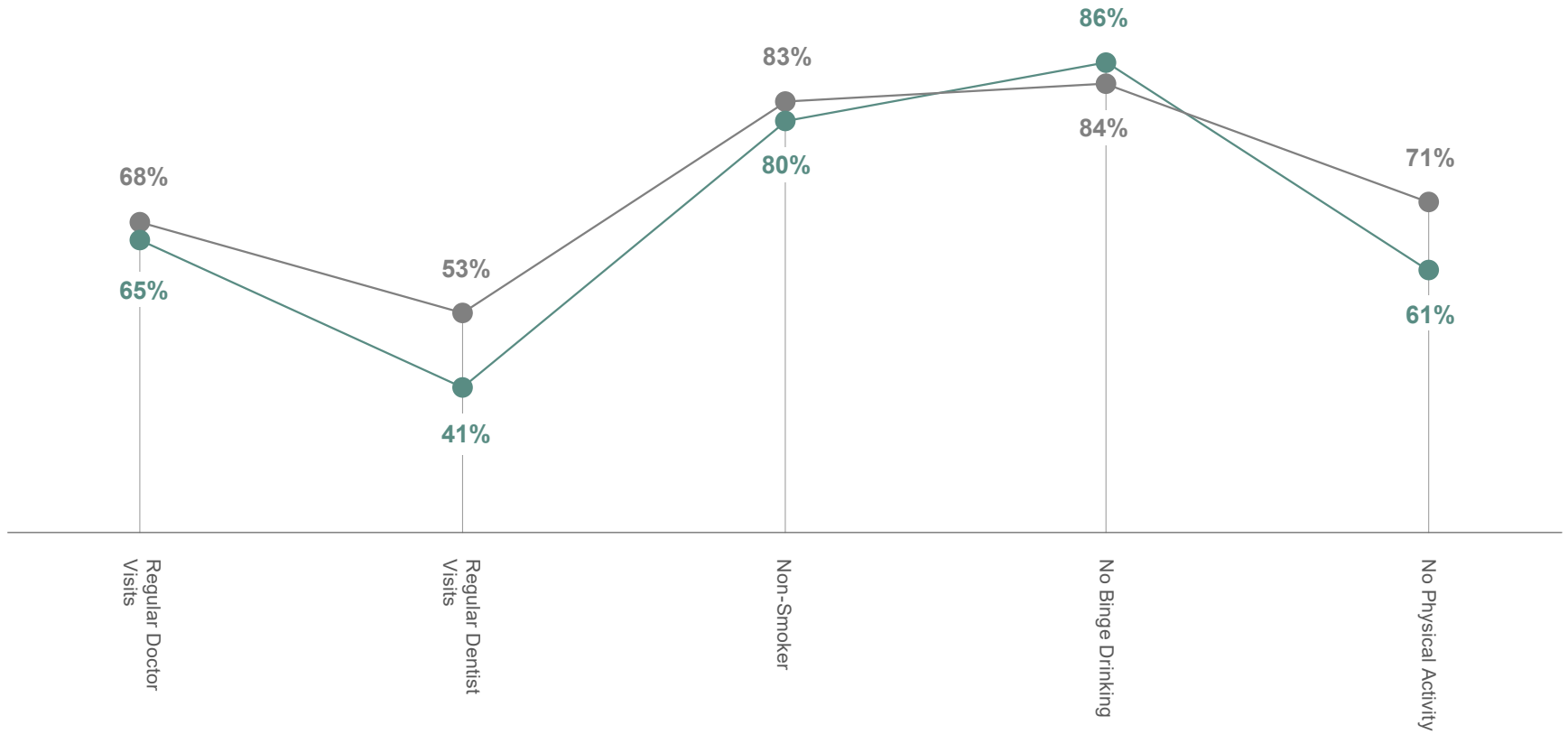
- OST/South Union
- Houston

Sources: City of Houston Health Department, Center for Disease Control 2017

Our goal by 2020 is to reduce obesity rates for adults to 31%

PREVENTATIVE HEALTHCARE

Health Behaviors



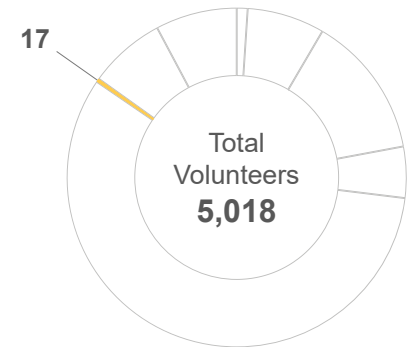
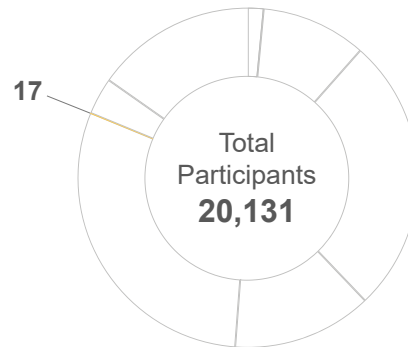
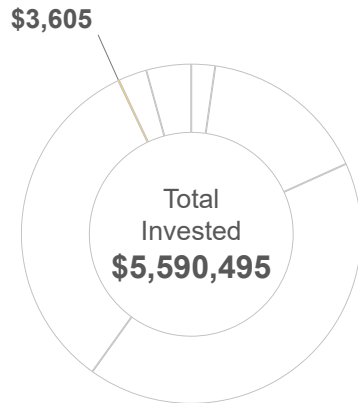
Legend:

- OST/South Union
- Houston

Sources: City of Houston Health Department, Center for Disease Control 2017

HOUSING and NEIGHBORHOODS

Neighborhoods are the heart of our community. Together we will work to protect and improve our existing neighborhoods and housing, attract new housing development that is appropriate and meets the diverse needs of both existing and future residents, including affordable housing, and grow home ownership



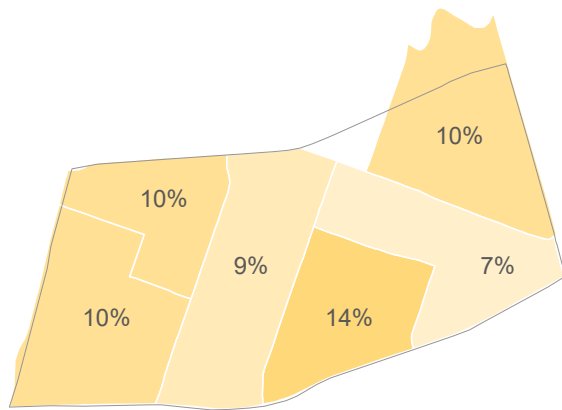
HOUSING and NEIGHBORHOODS

OUR STRATEGIES	2014	NOW	2020
PROTECT OUR NEIGHBORHOODS	36% Of OST/South Union householders are age 15-44 (2010 Census)	40% Of OST/ South Union householders are age 15-44 in 2016	49% Of OST/South Union householders will be age 15-44 by 2020, equal to the Houston average in 2010
GROW OUR HOMEOWNERS	45% Of OST/South Union residents are homeowners, compared with Houston average of 46% and Texas average of 64% (2012 American Community Survey)	41% Of OST/South Union residents are homeowners in 2016	58% Of OST/South Union residents will be homeowners by 2020, a return to the rate in 1990 (1990 Census)
BUILD NEW HOUSING	2% Two-year growth in new housing units 2010-2012 (2010 Census and 2012 American Community Survey)	-0.3% Two-year growth in housing units 2014-2016	4% Two-year growth in housing units by 2020

PROTECT OUR NEIGHBORHOODS

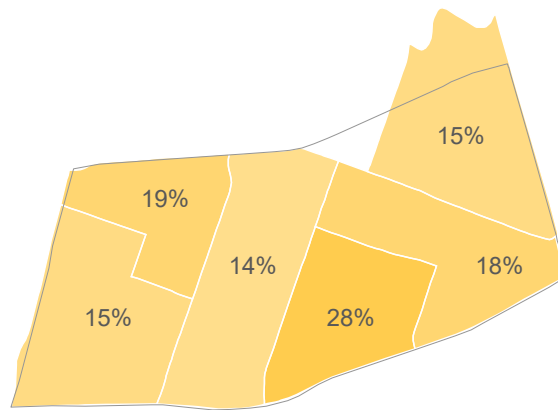
Vacant Housing Units by Census Tract

The number of vacant housing units increased in OST / South Union and in Houston between 2000 and 2010, and declined slightly by 2016



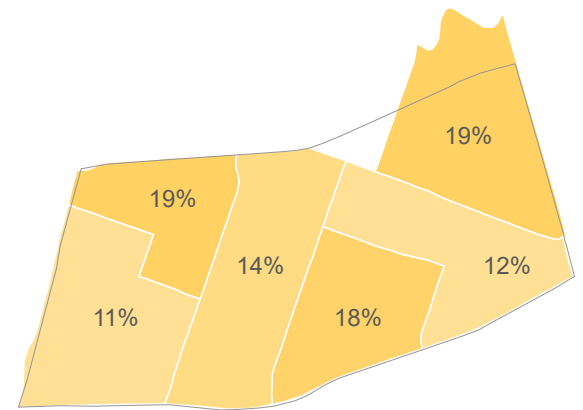
2000

OST/South Union: 10%
Houston: 8%



2010

OST/South Union: 17%
Houston: 14%



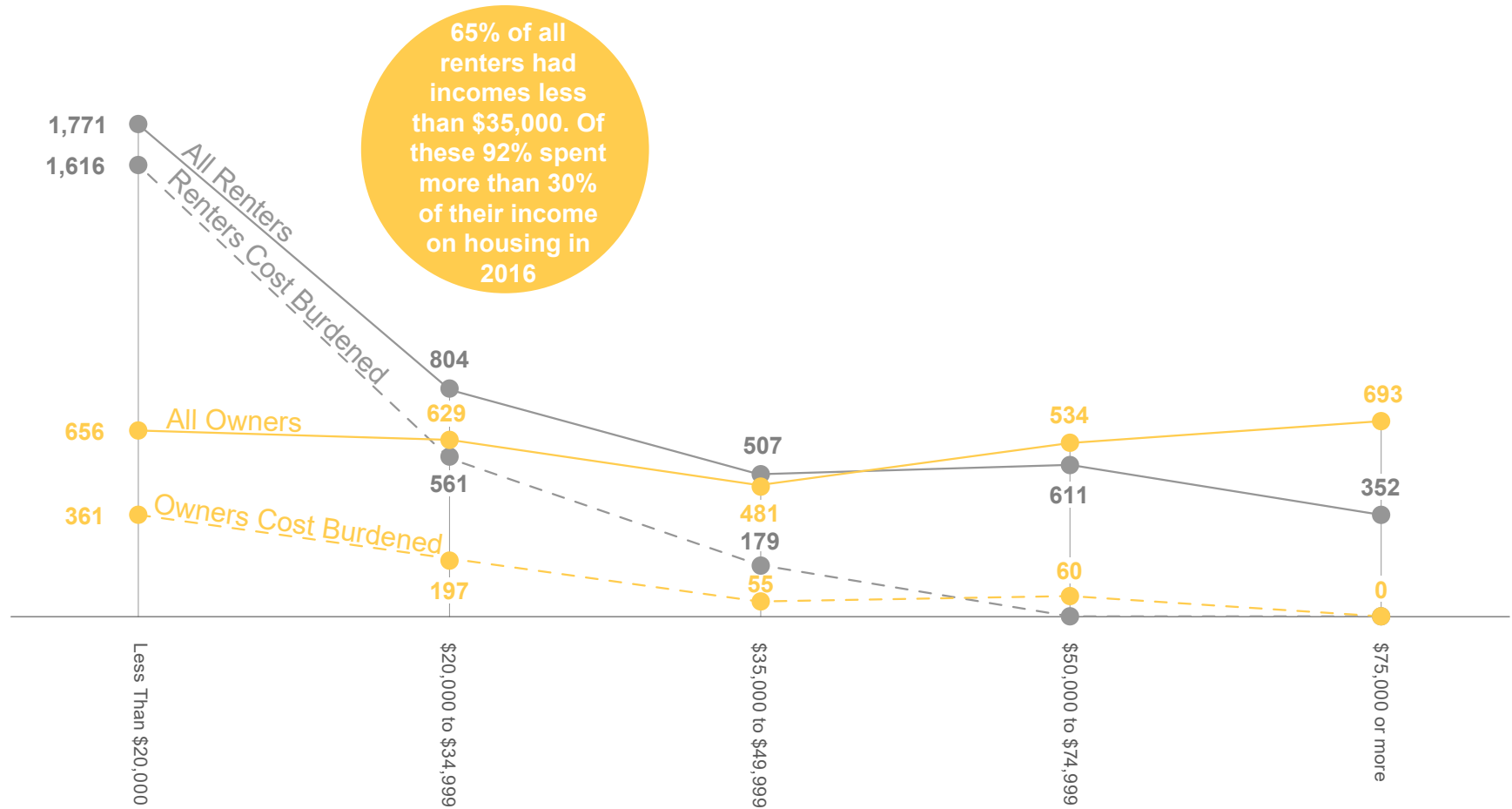
2016

OST/South Union: 15%
Houston: 11%

PROTECT OUR NEIGHBORHOODS

Housing Cost Burden by Income

In OST / South Union 59% of all renters, and 22% of owners spent more than 30% of their household income on housing in 2016

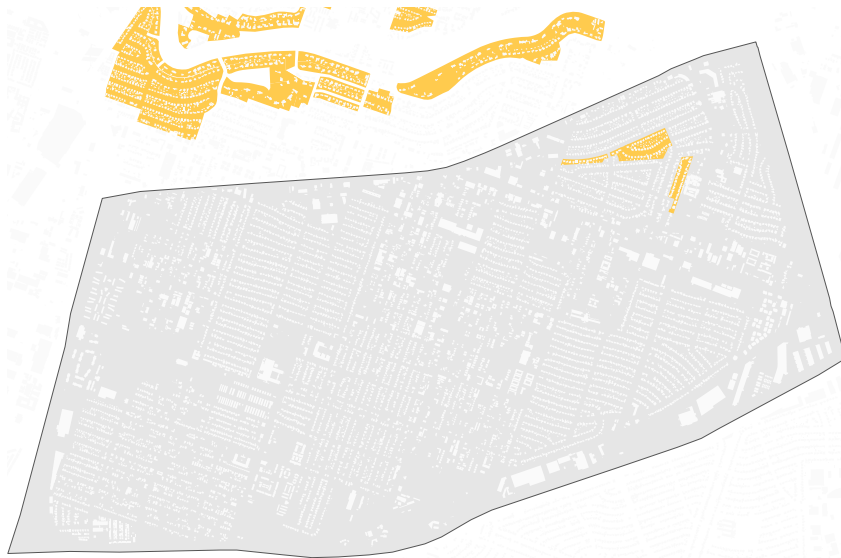


Legend:

- OST/South Union
- Houston

Source: 2016 ACS

PROTECT OUR NEIGHBORHOODS



2016

Minimum Lot Size Map



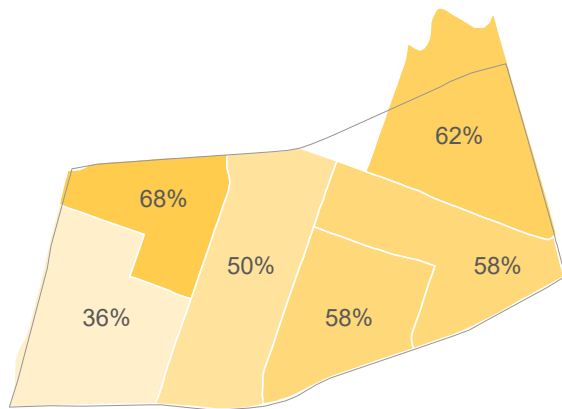
2016

Midtown TIRZ Ownership Map
105 parcels in OST/ South Union

GROW OUR HOMEOWNERS

Home Ownership by Census Tract

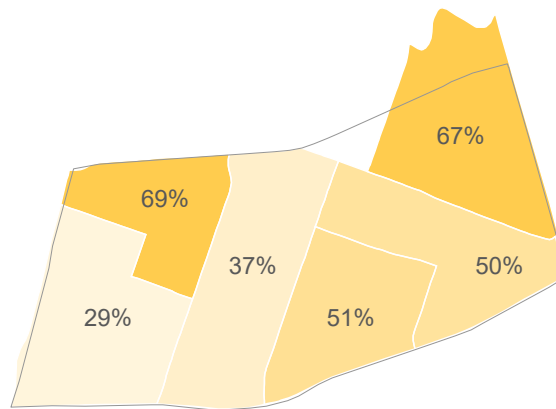
Homeownership in OST / South Union is falling, 620 fewer families owned their homes in 2016 than did in 2000



2000

OST/South Union: 53%

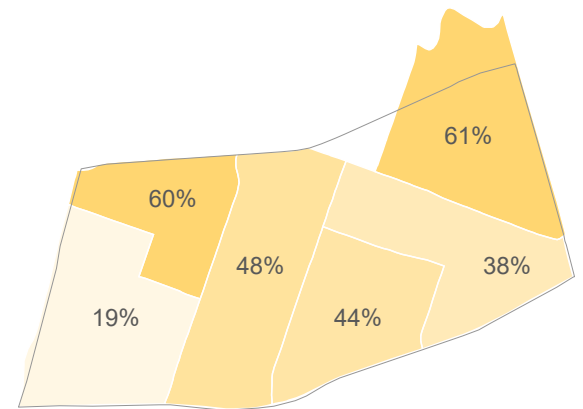
Houston: 46%



2010

OST/South Union: 47%

Houston: 45%



2016

OST/South Union: 41%

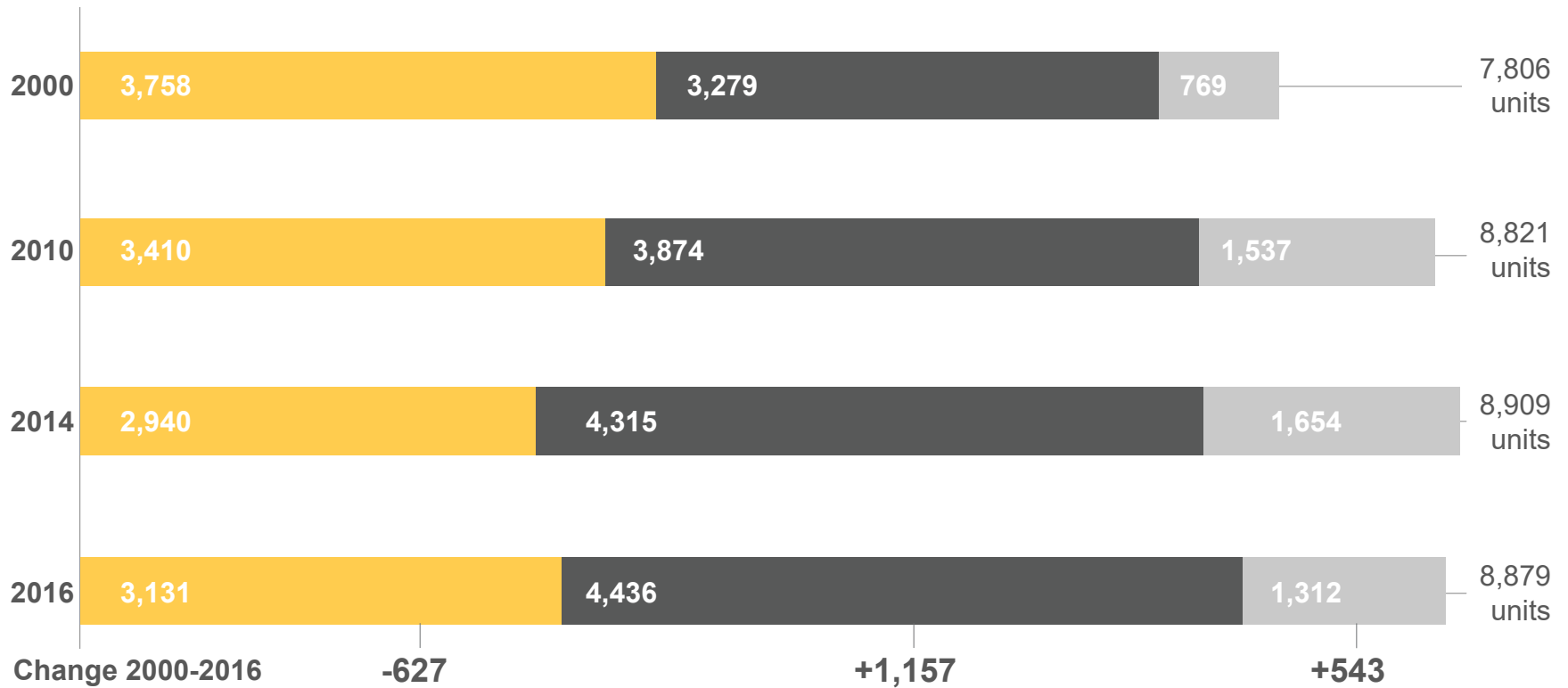
Houston: 43%

The goal for 2020 is to have 58% home ownership rate

BUILD NEW HOUSING

Housing Units

The number of housing units increased between 2010 and 2016 by 42 units



Legend:

- Owner
- Renter
- Vacant

Sources: 2000 Census, 2010 ACS, 2016 ACS

The goal is to achieve a two-year housing growth rate of 4% by 2020

BUILD NEW HOUSING

New Plats

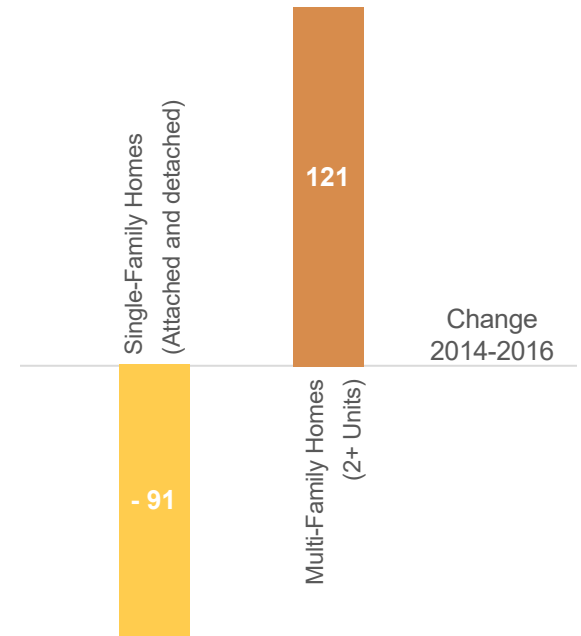


Legend:

■ New Plats

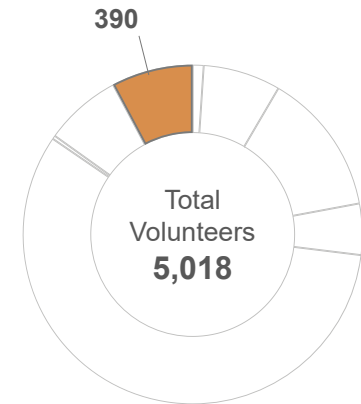
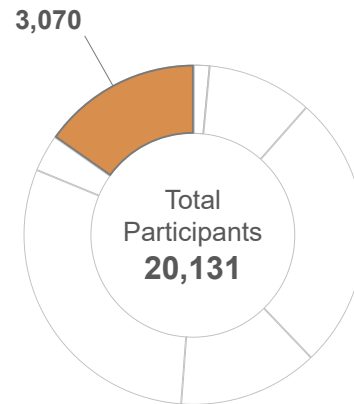
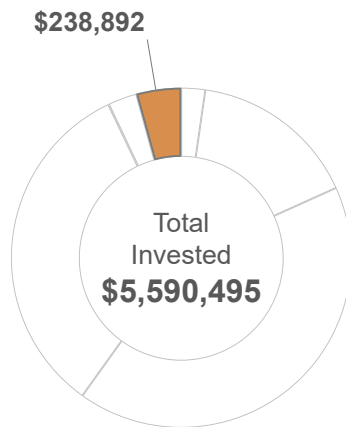
Sources: 2000 Census, 2010 ACS, 2016 ACS, City of Houston Plat Tracker

The number of multi-family units in OST/South Union increased between 2014 and 2016 by 121 units, while the number of single family homes declined



LEADERSHIP and CIVIC ENGAGEMENT

Connecting People. Cultivating Lives. Activating Abilities.



LEADERSHIP and CIVIC ENGAGEMENT

OUR STRATEGIES	2014	NOW	2020
COMMUNITY OUTREACH	<p>1 Existing newsletter</p>	<p>3 Newsletters in 2018 and Weekly Email Announcements</p>	<p>4 Future newsletters per year</p>
ENGAGED RESIDENTS AND ALLIES	<p>0 Block captains</p>	<p>? Block captains in 2018</p>	<p>20* Block captains by 2020</p>
LEADERSHIP AND SHARED KNOWLEDGE	<p>13% Of registered voters in District D voted in the 2011 election (Shell Center Report, 2013)</p>	<p>53% Of registered voters in OST/ South Union voted in the 2016 election</p>	<p>50% Of registered voters in District D will vote in the 2020 election</p>
	<p>70 Residents are active on GO Teams</p>	<p>62 Residents were active on GO Teams in 2017</p>	<p>140 Residents will be active on GO Teams by 2020</p>
	<p>289 Representatives of business, CBOs, religious, government, and educational institutions participated in the planning process</p>	<p>59 Representatives and stakeholders were active on GO Teams in 2017 (*151 total GO Team members)</p>	<p>289 Representatives will continue to be active in improving our neighborhood by 2020</p>

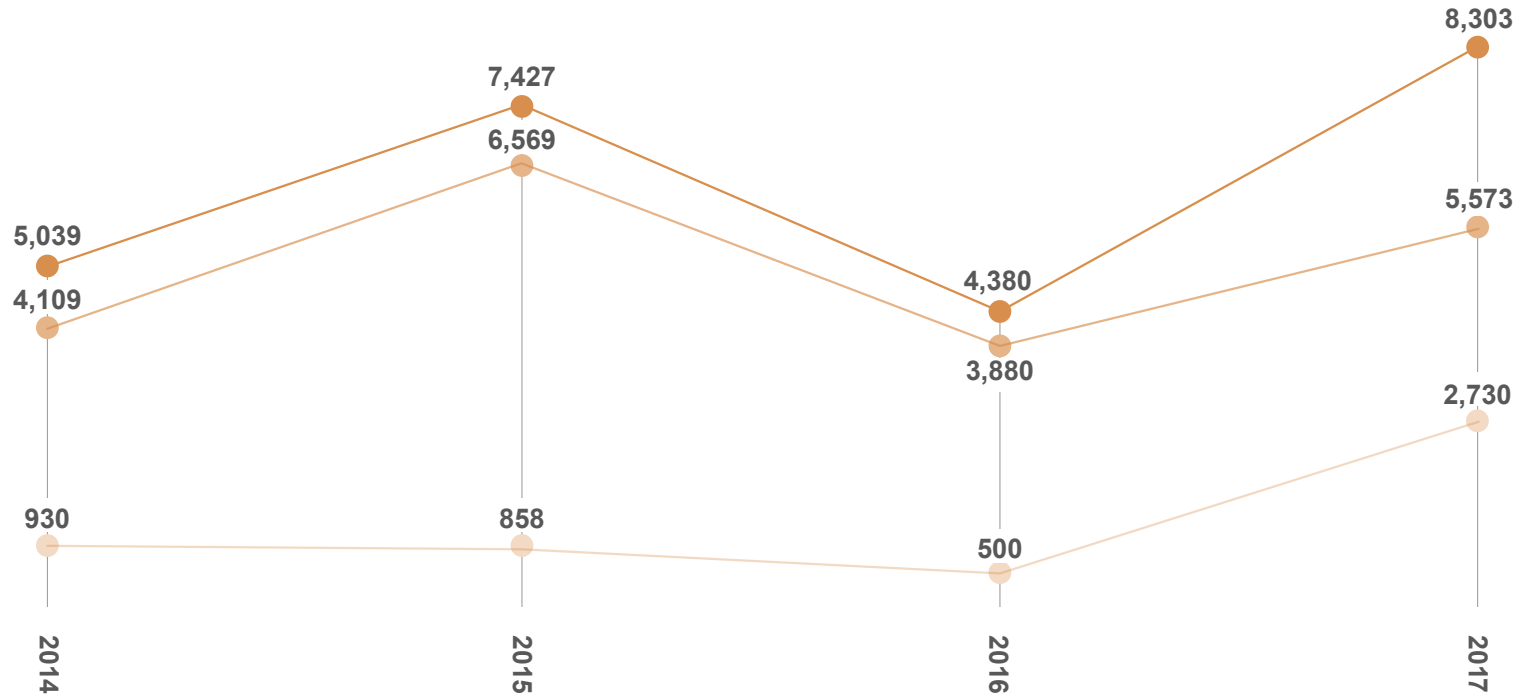
*Revised: Not in 2014 QLA

Sources: OST/ South Union: Quality of Life Agreement; Harris County Clerk Voting Data, 2016 and 2018

ENGAGED RESIDENTS AND ALLIES

Community Participation

*Since 2014 participation in OST/
South Union GO Neighborhoods has
fluctuated, but 2017 had the largest
number of participants*



Legend:

- Total
- Participants
- Volunteers

Sources: 2014-2017 LISC Quarterly Data

ENGAGED RESIDENTS AND ALLIES

Voter Participation

In OST / South Union the percent of registered voters participating in elections is fluctuating

2008 Presidential Election

2016 Presidential Election

OST/ South Union
Voters

Harris County
Voters

OST/ South Union
Voters

Harris County
Voters

59%

63%

53%

61%

↓ 6%

Registered Voters:
14,406
Voted: 8,445

Registered Voters:
13,794
Voted: 7,340

2010 Local Election

2018 Local Election

OST/ South Union
Voters

Harris County
Voters

OST/ South Union
Voters

Harris County
Voters

36%

42%

43%

53%

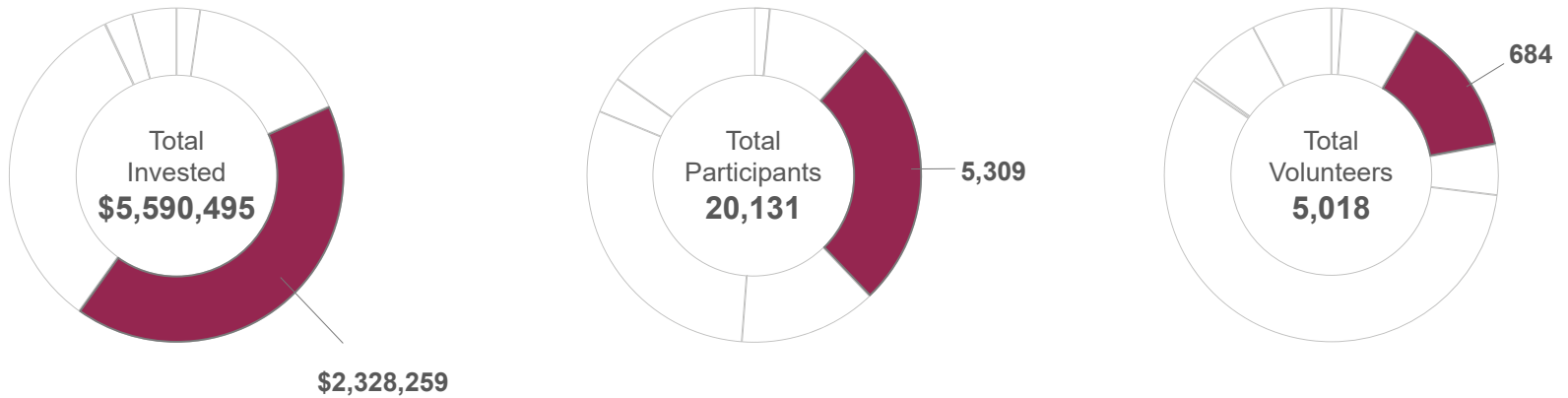
↑ 7%

Registered Voters:
14,210
Voted: 5,176

Registered Voters:
14,741
Voted: 6,273

SAFETY and CLEAN UPS

Together we will create an environment that promotes safety through beautification and crime prevention



SAFETY and CLEAN UPS

OUR STRATEGIES	2014	NOW	2020
CLEAN AND BEAUTIFUL	74 3-1-1 calls for illegal dumping in 2014 (7.1.14-12.31.14)	84 3-1-1 calls for illegal dumping in 2017 (7.1.17-12.31.17)	50 3-1-1 calls for illegal dumping by 2020, a 25% reduction
CITIZEN'S PATROL	1,067 Property crimes in 2013	-16% Decline, between 2013 and 2017 from 1,067 to 896 property crimes	-25% Reduction in property crime
NUISANCES, HAZARDOUS PROPERTIES AND DUMPING	0 "No Yard Parking" ordinances filed by OST/South Union civic clubs	0 "No Yard Parking" ordinances filed by OST/South Union civic clubs by December 2018	4 "No Yard Parking" ordinances will be filed by OST/South Union civic clubs by 2020
	483 311 Nuisance on Property requests in 2014	198 311 Nuisance on Property requests in 2017	

CLEAN AND BEAUTIFUL

311 Illegal Dumping

The number of 311 calls for illegal dumping increased between 2014 and 2017



74 Service Requests
July 1, 2014 - Dec 31, 2014



84 Service Requests
July 1, 2017 - Dec 31, 2017

By 2020, the number of service requests for illegal dumping over six months will decrease to 50

CLEAN AND BEAUTIFUL

311 Nuisance on Property

In 2017, the number of 311 service requests for nuisance on property decreased by 57%



463 Service Requests

July 1, 2014 - Dec 31, 2014



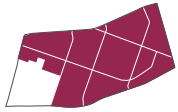
198 Service Requests

July 1, 2017 - Dec 31, 2017

CITIZEN'S PATROL

Crime Data

Property crime declined in OST/South Union between 2013 and 2017, but violent crime increased substantially



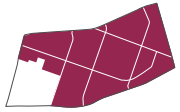
BEAT 14D10

OST/ South Union Crime Data Beat 14D10	2013	2017	Percent Change
VIOLENT CRIME	378	498	32% Higher
Aggravated Assault	209	303	+45%
Murder	5	10	+100%
Rape	13	26	+100%
Robbery	151	159	+5%
PROPERTY CRIME	1,067	896	-16% Lower
Theft	669	557	-17%
Auto Theft	116	97	-16%
Burglary	282	242	-14%

CITIZEN'S PATROL

Crime Data

The crime rate in OST/South Union, for both property and violent crime, was higher than in Houston overall in 2017

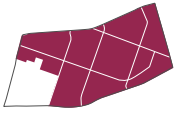


BEAT 14D10

2017 Crime Rate/Per 100,000	Houston	OST / South Union	Difference
VIOLENT CRIME RATE	1057	2512	138% Higher
Aggravated Assault	549	1529	↑
Murder	11	50	↑
Rape	61	131	↑
Robbery	436	802	↑
PROPERTY CRIME RATE	4284	4522	6% Higher
Theft	3009	2811	↓
Auto Theft	513	490	↓
Burglary	762	1221	↑

CITIZEN'S PATROL

Violent Crime and Property Crime



BEAT 14D10

In 2017, the two major crime hotspots in the neighborhood were Cullen Boulevard at Yellowstone Boulevard, and Corder Street at St. Augustine Street



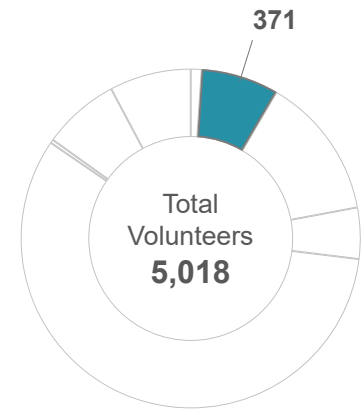
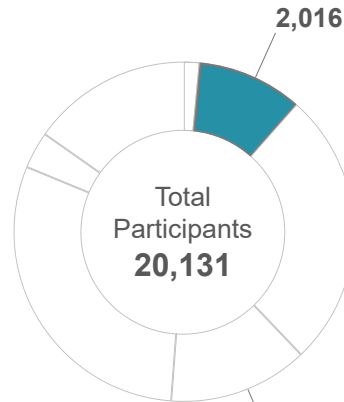
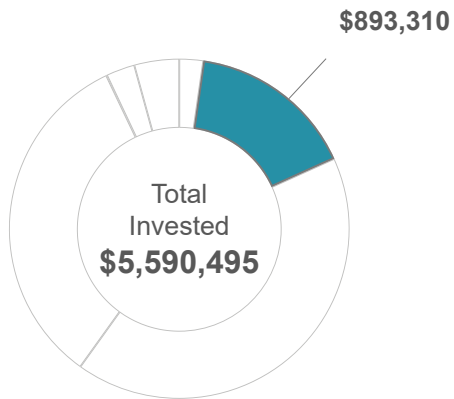
Violent Crime 2017



Property Crime 2017

STROLLIN' and ROLLIN'

We will improve our health through walking, biking and using public transportation



STROLLIN' and ROLLIN'

OUR STRATEGIES	2014	NOW	2020
CONNECTED COMMUNITY	3.5 Miles of City of Houston (on street) bikeways in OST/South Union	7.4 Miles of City of Houston bikeways	10.5 Miles of City of Houston bikeways will be in place by 2020
ACTIVE LIVING	0 B-cycle stations	0 B-cycle stations	10 B-cycle stations by 2020
GROWTH AND JOBS	50 Walk Score of OST/South Union, 34th out of 88 super neighborhoods, though exceeding the City average of 44	55 Walk Score of OST/South Union, 29th out of 88 super neighborhoods in 2018	68 Walk Score goal by 2020, to be on par with 77004 zip code

CONNECTED COMMUNITY

Bikeways

3.9 miles of bikeways have been completed since 2014, an additional 11 miles are planned



2014 Bikeways



2018 Current Existing High Comfort, Low Comfort and Future Bikeways

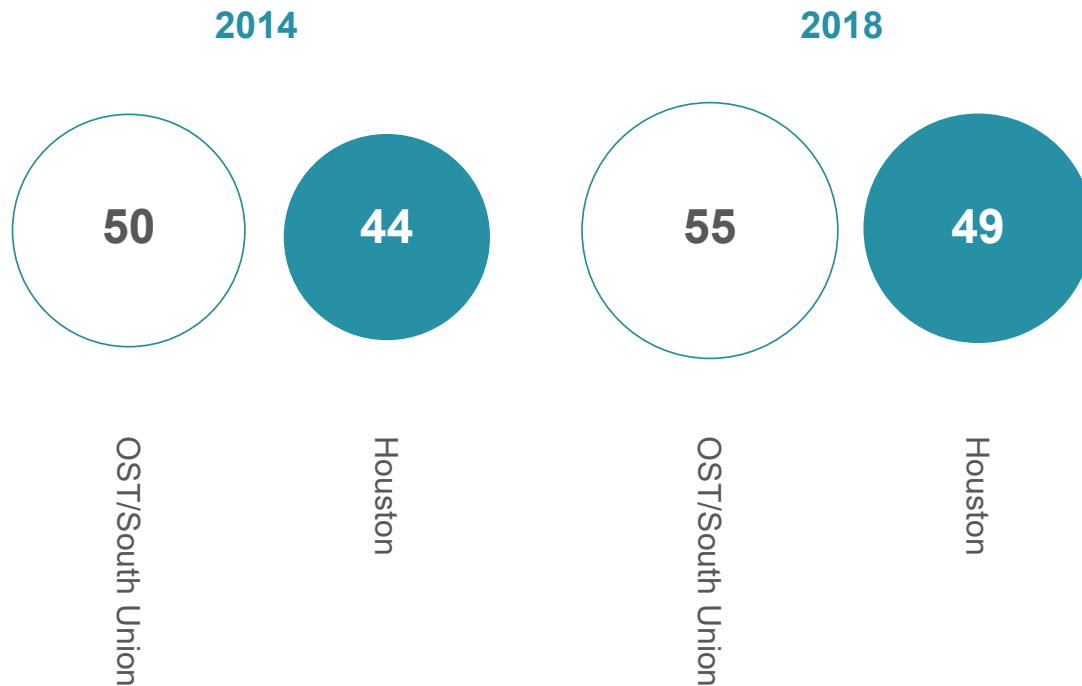
Legend:

- Current High Comfort Bikeways (1 mile)
- Current Low Comfort Bikeways (5.5 miles)
- Future Bikeways (11 miles)

GROWTH AND JOBS

Walk Score

In OST / South Union the Walkscore has increased by 5 points in the last four years, rising from 50 to 55



In 2018, OST is **29th** out of 88 Super Neighborhoods in Houston

By 2020, OST/ South Union will have a Walkscore of 68, on par with zip code 77004

THANK YOU
QUESTIONS?